



CALPEEK

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P.O. BOX 1468, BEVERLY HILLS, CA 90213 (310)659-0205 FAX(310)657-4340
Dick Rosengarten, Publisher E-Mail calpeek@aol.com

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CAMPAIGN '98: DAVIS HOLDS LEAD OVER LUNGREN.

Editor's note: Just a very brief update with new polling data on the governor's race. The new Field Poll and the Public Policy Institute poll both show Lt. Gov. Gray Davis(D) holding his lead over AG Dan Lungren(R).

	<u>Field</u>	<u>PPI</u>
Gray Davis(D)	48%	49%
Dan Lungren(R)	42%	41%

...FYI: The big bucks campaign on behalf of Davis by CCPOA (prison guards) in the Central Valley looks like this: 2,200 tv ads and more than \$200,000 in radio spots. Stay tuned...

2 WEEKS TO GO TO NOV. 3rd

CAMPAIGN '98: BOXER AND FONG IN DEAD HEAT.

Editor's note: U.S. Sen. Barbara Boxer(D) and her GOP rival, CA Treasurer Matt Fong, are for all practical purposes, tied going into the final 2 weeks of the campaign. Here's our update & analysis...

...Polling data first. There are 3 very recent surveys which give an indication of how tight this race is going to be. The Field Poll (Sept. 27 - Oct. 5 of 703 likely voters); the KXTV Poll (Oct. 5-7, 500 likely voters); and the Public Policy Institute poll (Oct. 1-6, 793 likely voters):

	<u>Field</u>	<u>KXTV</u>	<u>PPI</u>
Boxer(D)	44%	50%	47%
Fong(R)	48%	45%	43%

...The bottomline line is this: Boxer has a irreducible base of 43-45%. There's also a solid base of 41-43% who won't vote for Boxer under any condition. Put another way: Boxer is a polarizing politician - the Demo that Republicans love to hate. As one source said, "She's in the same league as another hot button politician: U.S. Sen. Jesse Helms(R-NC)."...

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...The Last Debate. It was televised in S.F. and elsewhere throughout Calif. via C-SPAN on Oct. 12th. If you saw the first debate in mid-summer, you remember how Fong had to use notes and didn't seem totally comfortable. A very different Matt Fong this time. More relaxed and well prepared. But two of the issues he's pushing may not fly with voters: Star Wars (missile defense) and the flat tax. Of the two, the flat tax could be a key wedge issue for Boxer because while voters don't like the current system (and hate the IRS), they also believe the GOP wants to give relief via the flat tax to the wealthy at the expense of the middle class...

...The Clinton Factor. During the debate, Boxer said she would have voted to end the impeachment inquiry by Dec. 31st. "I believe it's time to move on," she said. And this is where Fong again bashed Boxer with that same very quotable line: "Your silence was deafening," referring to Boxer's long silence over the Lewinsky affair until very recently. But here Boxer may be on fairly safe ground. There is mounting evidence that the GOP bashing of Pres. Bill Clinton over this scandal has produced a backlash - and this may be helping Boxer with key swing voters...

...FYI: Boxer has been first to score with two big editorial endorsements. The S.F. Examiner and the Sacramento BEE (McClatchy) both endorsed Boxer on Oct. 11th. Stay tuned...

CAMPAIGN '98: CALIFORNIA INITIATIVE UPDATE.

Editor's note: Here's another update with the latest data from the Field Poll. We'll do a side-by-side comparison with the last poll from the L.A. Times(taken in early September)...

◆ Prop. 5 - Indian Gaming. If #5 should win, we'll shift from the Full Employment Act for Campaign

Consultants to the *Full Employment Act for Attorneys*...

	<u>LAT</u>	<u>Field(new)</u>
YES	59%	48%
NO	28%	30%
Undecided	13%	22%

...FYI: New endorsements for YES on 5 include U.S. Rep. Maxine Waters(D-L.A.), CCPOA and PORAC. Waters is featured in a new tv spot for YES on 5...

♦ **Prop. 8** - This is Gov. Pete Wilson's education initiative. The *L.A. Times* did not poll on this measure so we'll provide a comparison with the Aug. 24th Field survey...

	<u>Field (8/24)</u>	<u>Field(new)</u>
YES	55%	48%
NO	24%	29%
Undecided	21%	23%

♦ **Prop. 9** - This is the utility initiative. The big news is that NO on 9 is *carpet bombing* the YES side on tv, radio and in the mail. The YES has little money, while NO on 9 forces have spent nearly **\$30 million** (according the current report/thru Sept. 30th). FYI: if you're a voter who lives in an area where power is supplied by a muni provider, Prop. 9 won't do a thing for you. So it's not surprising that LADWP, SMUD and East Bay MUD utility users got a big NO on 9 mailing...

	<u>LAT</u>	<u>Field(8/24)</u>	<u>Field(new)</u>
YES	34%	20%	19%
NO	20%	43%	45%
Undecided	46%	37%	36%

♦ **Prop. 10** - This is the tobacco surtax measure sponsored by actor/director Rob Reiner. Couple of insider developments worth noting. The **NO on 10** campaign pulled the plug on 1 major GOP slate just days before the slate was to go to the printer. Not a happy camper is consultant Allan Hoffenblum. Gilliard/Blanning & Assoc. also claim they were dumped, but NO on 10 says it never had a deal with them. Regardless, both big GOP slates will now go YES. The YES on 10 forces now claim to be on slates targeted to 15 million homes. And the YES on 10 forces have been in the mail with an effective C. Everett Koop (ex surgeon general) mailer...

	<u>LAT</u>	<u>Field(new)</u>
YES	53%	48%
NO	37%	33%
Undecided	10%	19%

CAMPAIGN '98: POLLING ON DOWN BALLOT RACES.

Editor's note: Here is the new Field Poll info about the down ballot races. We'll do side-by-side comparisons with the *L.A. Times* survey taken in mid-September. There are large numbers of undecided in each contest...

<u>Lt. Governor</u>	<u>LAT</u>	<u>Field(new)</u>
Bustamante(D)	28%	33%
Leslie(R)	29%	33%

<u>Attorney General</u>	<u>LAT</u>	<u>Field(new)</u>
Stirling(R)	30%	28%
Lockyer(D)	31%	29%

<u>Controller</u>	<u>LAT</u>	<u>Field(new)</u>
Connell(D-Inc.)	40%	40%
Barrales(R)	27%	28%

<u>Secretary of State</u>	<u>LAT</u>	<u>Field(new)</u>
Jones(R-Inc.)	34%	38%
Alioto(D)	29%	30%

<u>Treasurer</u>	<u>LAT</u>	<u>Field(new)</u>
Pringle(R)	30%	32%
Angelides(D)	27%	26%

<u>Insurance Comm.</u>	<u>LAT</u>	<u>Field(new)</u>
Quackenbush(R-Inc.)	42%	43%
Martinez(D)	34%	31%

■ **Attorney General** - This is one of the tightest races of '98. In mid-July, Chief Deputy AG Dave Stirling(R) was ahead 37/35, but after that State Sen. Bill Lockyer (D) pulled into a very narrow lead and has remained ahead ever since. Sources say Lockyer's own internal polling shows him up 6-8 pts...

...During the first debate Oct. 12, the two sparred over **guns** (Lockyer wants to beef up existing controls; Stirling is a status quo guy). On a question dealing with **political corruption**, Stirling said he did **not** agree with the way that Orange Co. DA Mike Capizzi (Stirling's GOP primary rival) handled the 1995 67th AD recall election voter fraud case, which resulted in a number of misdemeanor convictions against minor GOP operatives. Stirling called the violations *technical* - which probably is why Capizzi won't endorse Stirling. The key problem for Lockyer is his lack of prosecutorial & courtroom experience, but that's been offset by many law & order endorsements. And Lockyer's got a hefty warchest, which he'll need. Why? Stirling's got an

absolutely great ballot title and that can only be offset by a huge tv buy. During the first debate, neither were all that impressive, but Lockyer did get in the best one-liner. Lockyer called Stirling, "Dime on the Dollar Dave," a reference to Stirling settling DOJ lawsuits against businesses. More down ballot updates next week. Stay tuned...

CAMPAIGN '98: UPDATE ON LEGISLATIVE CONTESTS

Editor's note: This week **Calpeek** looks at 4 Assembly races and updates 2 State senate contest...

☒ **76th AD** - This is the San Diego AD of incumbent Demo Susan Davis. Her opponent is GOP businessman Duane Admire. While Demos will spend whatever it takes to defend this seat, at the current time sources believe Davis is in fairly good shape. *Leans Demo*...

☒ **78th AD** - If there's an AD that Assembly Republicans would really like to capture, it's this district in San Diego held by freshman Demo Howard Wayne. The GOP nominee is Jean Roesch, a Coronado school board member who on paper is a good fit for this AD. The problem is that Wayne has voted his district and is solid on the environment, taxes and law & order. Not much for Roesch to poke at. And Roesch has taken a pro-gun position, which doesn't sell well in this AD. Roesch is on tv/radio and in the mail with her key issue education. Wayne is on cable/broadcast tv through the end of the campaign. He's mailed 3 pieces so far. Sources say Wayne *looks good*, but it could still be very close. *Toss up* for now...

☒ **69th AD** - The 69th AD is just about the reverse of the 78th AD. Incumbent GOP Assemblyman Jim Morrissey is in a seat with a 51.08%(D) registration and the Demos want this seat back. Morrissey survived '96 by a very small margin and '98 will be a replay with Lou Correa(D). The GOP & Demos are pumping in lots of bucks for a big ground & mail war. The key problem for Morrissey: Bob Dornan. The 46th CD overlaps this AD and Morrissey is trying to keep away from Dornan, who hurts the entire GOP ticket in this area. Sources rate the 69th a *toss up*...

☒ **34th SD** - Almost in the same boat as Morrissey is State Sen. Rob Hurtt(R-Garden Grove), who could find himself in trouble against Laguna Niguel attorney Joe Dunn(D). Sources say Senate Demo Leader John

Burton will be pumping in some big bucks for Dunn. *Leans GOP*, but it's on our *watch list*...

☒ **12th SD Update** - State Sen. Dick Moneith(R) continues to duck debates with Demo challenger Sal Cannella, the former assemblyman from Modesto. And Moneith's press hasn't been very good as of late. Most recently he was hit on the front page of the metro section in the *Modesto BEE* for firing a staffer who has cancer. And it was the *BEE* which ran that story noting that Moneith has been *married 4 times*...

☒ **2nd AD** - This open seat now belongs to Tom Wood(R), who is retiring. A very bitter and nasty GOP primary saw Shasta Co. Sup. Richard "Dick" Dickerson beat Sutter Co. Sheriff Art Brandwood. The Demo nominee is Francie L. Sullivan, a pro-gun/anti-tax conservative Demo who could win if the Demos dump in some money. That's questionable right now. She's a former Shasta Co. supervisor who defeated Dickerson in 1992, when she ran for reelection. So she's no *novice* when it comes to politics. And what makes this race interesting is Dickerson hasn't done much to heal the primary wounds. Still *leans GOP*, but it's on our *watch list*. Stay tuned...

NEWS MEDIA PREVIEW OF ELECTION '98 SET OCT. 30th

The Valley Industry & Commerce Assn.(VICA) will present "The Media Looks at Election '98" from 11:45 a.m. to 1:30 p.m., Oct. 30 at the Sheraton Universal Hotel in Universal City. Moderator is Century Cable TV's Bill Rosendahl, with panelists Dick Rosengarten of Calpeek, Allan Hoffenblum of the Target Book and Bill Boyarsky of the *L.A. Times*. For info ☎(818)226-6466. Stay tuned...

CAMPAIGN '98: UPDATE ON CITY & COUNTY RACES.

Editor's note: Here's another update on some key city & county races...

● **2nd District - Orange Co. Bd. of Supes** - Incumbent Jim Silva is in a tough fight with Huntington Beach Councilman Dave Sullivan. Both are GOPers, but Silva is in favor of a new airport at the Marine Corps Air Station at El Toro and Sullivan is opposed. The winner in this race will provide the deciding vote on El Toro, thus lots of anti-El Toro money from outside the district is flowing to Sullivan. The other issue which could make a difference is the residential de-

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velopment in Bolsa Chica, next to the wetland ecosystem. Silva is in favor, Sullivan opposed. Who is ahead? A survey by Arnie Steinberg for Silva has the incumbent up by a **43% vs. 21.5%** margin, but a poll for Sullivan by Fairbank, Maslin, Maullin has Silva ahead by a **40% vs. 36%** margin, with **24%** undecided. FYI: Support for El Toro airport runs **52%** in Steinberg's poll vs. **55%** in the Fairbank poll...

● **Anaheim Mayor's Race** - Here's another update, with polling data. The battle is between incumbent Mayor Tom Daly and Anaheim Councilman Bob Zemel. Zemel's polling data is from June (by Dresner, Wickers & Assoc.). In a 1-on-1 race, Daly is at **36.3%** vs. **16%** for Zemel, with **47.7%** undecided. Throw in a bunch of negative *push questions* and Zemel leads by a margin of **47.3% vs. 19.7%** for Daly, with **33%** undecided. A survey for Daly (by Fairbank, Maslin, Maullin & Assoc., late September, 350 likely voters) shows Daly **43%** vs. **13%** for Zemel. Stay tuned...

CAMPAIGN '98: UPDATE ON U.S. HOUSE CONTESTS.

Editor's note: Here's another update on key U.S. House races in Calif.

☒ **46th CD** - This is one of the hottest U.S. House races in the nation. It's freshman Demo Loretta Sanchez vs. former Congressman Bob Dornan(R). Dornan is already carpet bombing Sanchez over abortion and "family values." The only polling that's public is by Chapman University in Orange Co. (Sept. 24-Oct. 1, 395 likely voters). It shows Sanchez leading among likely voters by a margin of **40% vs. 28%**. There is a massive Demo GOTV program for the entire area and Sanchez is well funded. **Leans Demo** - but never count B-1 Bob out until after all the votes are in...

☒ **36th CD** - Big names coming to this L.A. Harbor/So. Bay area CD for Demo Janice Hahn. On the list of fundraising VIPs for Hahn are U.S. Sen. Dianne Feinstein, Tipper Gore and the big draw, President Bill Clinton. Still, many sources say this CD is slipping away from the Demos because GOP Assemblyman Steve Kuykendall is a moderate and Republicans who once supported Demo U.S. Rep. Jane Harman are coming home with Kuykendall. **Leans GOP**...

☒ **22nd CD** - This is the CD of freshman U.S. Rep.

Lois Capps(D-Santa Barbara). She's again facing GOP Assemblyman Tom Bordonaro of San Luis Obispo. A new poll for Bordo by Moore Information (Sept. 23-27, 400 likely voters) shows Capps up by a **45% vs. 42%** margin, with **13%** undecided. The NRCC has targeted this race. Capps' own polling shows her up by 5 pts. (about the same as just before the special earlier this year). **Leans Demo**...

☒ **24th CD** - Lots of cable tv ads being seen on behalf of GOP candidate Randy Hoffman in his battle to unseat U.S. Rep. Brad Sherman(D). The ads are a generic House GOP spot, with Hoffman's name and photo thrown in at the end. Hoffman also is doing heavy mail. At least two of the pro-Hoffman mailers were from independent expenditure(IE) committees. Sherman is in the mail too, but not to the same degree as Hoffman. Sherman's tv will start soon. **Leans Demo**. Stay tuned...

CALPEEK'S NEW JOBS AND PERSONNEL NOTICES.

Editor's note: Here are some items to mark down in your notebook...

● A sad note: Steven Earl Smith, 61, died Oct. 11 in Sherman Oaks after a long battle with cancer. He was a close ally of Jesse Unruh and in 1974 managed Mervyn Dymally's successful LG race. In the mid-1980s Smith had been a federal bankruptcy trustee. R.I.P...

● David Novak and his Novak Communications firm moves to 11911 San Vicente Blvd., #333, Los Angeles, CA 90049. New ☎ (310)440-8600...

● Deputy Mayor Kelly Martin is L.A. Mayor Richard Riordan's new COS. Also getting a promotion to Deputy Mayor is Press Secretary Noelia Rodriguez...

● Fred McFarlane has been hired by the Kamber Group in L.A. as director of PR...

● George Urch has joined Frank Wilson & Assoc. as its new director of public affairs. Urch had been the PIO for the City of Ontario for the past 3 years and before that was a legislative staffer and consultant...

● Stephanie Schroder has joined Fleishman Hillard's L.A. office as a managing supervisor. She was political affairs director at ARCO...